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Citrus Talks-Handling the Orange

Charles C. Chapman

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CITRUS TALKS

"HANDLING THE ORANGE"

Redlands--January 23, 1909

Redlands
11/23/09

HANDLING THE ORANGE.

I wish I had command of language to adequately describe the orange. ^{Being so common with us may fail to fully appreciate} It stands without a peer in the fruit world, and not only contributes largely to the wealth of Southern California, but also to the general health of the Nation. Its delicious juices are as invigorating as they are palatable. It is, in fact, as the poet has said a "fruit fit for the gods".

^{In an English work on Culture of the Orange industry}
In Blackwood's Magazine of 1885 a writer

in speaking of Florida as an orange country said:

(See page 12)

Seems almost absurd for
me to come to R-
think could have
Mr. Ryan

Orange for ways & means
Buccard work - a copy of C M

signed by Mrs. General's Magazine
where a number of articles
much ploughing of the Florida orange
skin was

in So. Cal

We have, after some experiments, secured the finest specimens of the citrus family grown in the world, and by intelligent and more or less scientific farming, produce not only a rich juicy orange, but one that is hardy and easily handled. Therefore it is up to the shipper to see that it is put upon the market in a sound and attractive condition. How can we do this?
In brief I will say
By simply attending to the details of the process in a sensible manner.

Let us briefly take up the handling of the orange from the tree to the market. This may seem prosy, for I have nothing new, nothing revolutionary or startling to offer. We have all learned valuable lessons in this work during the last few years.
over 20 years that about the way you is standard
Rat Oranges not mechanically injured will keep for several weeks. (Mr. Powell by various and extended experiments demonstrated this: "It may not be an easy proposition for every one to handle oranges so that they will not in the slightest be bruised, punctured, cut, or stems

most orange growers & all packers have
gained much practical knowledge
about this work during
the last few years. Rapid
progress indeed has indeed
been made in almost
every phase of the process
of handling the orange.



GROWER & PACKER OF
CHAPMAN'S
OLD MISSION BRAND
ORANGES, LEMONS,
GRAPEFRUIT &
WALNUTS.

Charles C. Chapman

One appreciates in a
large measure what Mr. Powell
has done for us along these lines
& yet it perhaps not as
much ^{to the extent} as we could
It is difficult for us
to-day ^{picture} what the conditions

what whole citrus marketing
would present had
Mr. Powell not come among
us & given us the
benefit of his splendid
service. It certainly comes
nobler what is today

Santa Isabel, Borromeo
and
Santa Ema Ranchos.

After growing a fine orange it must be properly handled, and wise and prudent business methods ^{if we are to enjoy satisfactory returns} used in marketing it. ^{This} Here, as I understand, is the real gist of the question before us. What are the various processes through which this fruit must be taken from the tree to ^{How may all this handling be best performed,} the market? Growers in general have learned many valuable lessons along these lines during the last few years, and yet there are doubtless others to be solved, if we make the success we ~~X~~ought to. ~~X~~A grower should be so familiar with his orchard as to know just where the weakest fruit ^{For all orchards of any considerable size have} is grown and see that this is the first ^{that} that is put on the market. By giving ^{due} some attention to this feature, the entire crop can be marketed rather than to ^{suffer} ~~have~~, as is often the case, a large loss on account of either the early maturity of the fruit, its undesirable size, or inclination to puff. ^{Strong - 1}

While we ~~in California~~ grow a hardy orange, in this respect as in all others, better than any other orange grown in the world, yet ~~care~~ ^{it may easily be made a cull. Therefore} let me ~~emphasize~~ ^{emphasize} that care

in handling all along the line must be observed.

Not only is the large percentage of decay found in oranges on their arrival in the Eastern market due to carelessness in handling before packing, but where ^{one fails to give} ordinary attention is given to the grading and ^{by culling} the packing of the fruit the loss to the grower ^{is} unnecessarily great, because this imperative law is not observed.

The best results can be secured by following ^{not doing this work carelessly} as it is sometimes done; the methods so many do in this regard. How ^{Formerly, far more than now} often we see reckless work done by the pickers, ^{after being indifferently picked it was} the fruit being poured into picking boxes, or worse, into packing boxes, thrown ^{up} on springless wagons and hauled into the packing house where ^{it was} it is roughly handled, and often times ^{poorly} indifferently packed.

The picking of the orange ^{if done properly} demands great care and experience to do it properly. The right kind of clippers must be ^{provided & these kept} in good condition and ^{then} properly used. Since Mr. Powell's investigation into the damage done by clippers, there ^{in picking} has been marked improvement. The genius of the inventor has given us ^{an} a greatly improved clipper.

5 1/2

There not ~~as~~ familiar with the
precise thing which the orange ^{must pass}
under ^{the} present system of handling
~~was~~ ^{to follow this for the first time} one quite surprised.
Visitors from the East have no
adequate idea of the work & care
required in ~~the~~ of the various
manipulation of the orange from
the tree to the car.

One is amused to hear the expressions
of surprise by our Eastern Visitors
as they note the work & care
required in the various manipulation
thru which the orange passes from
the tree to the car. Indeed I have
thought ^{that} many of us have only begun to have
a proper conception of the vital importance
of every phase of this process. Not

The orange ^{itself} has been more closely
studied than ever before & the
most scientific methods of
handling ^{it} has been developed

all been above students - 7
of the question so important to us.
It was evident a few years ago
that unless ~~a~~ better methods
were developed for handling
the oranges ^{which} are ~~and~~ grown
to such perfection the industry
must be disappointing. The vast
property interests represented by it
would depreciate in value, & the
attention of many growers would of
necessity be turned to other lines
of farming.

As stated an era of education
~~was~~ was ushered in & most growers
& all packers ~~to~~ have gained
much practical knowledge about
the orange & the art of handling
it. When attention was thus

~~Mr. D.~~

The first proposition I will
 make in the handling of the orange
 is one Mr. Powell by various ex-
 tended experiments ~~to~~ has demon-
 strated & that is that ^{the fruit} ~~orange~~
 we produce when
 not mechanically injured ^{will}
 keep for several weeks, long
 enough ^{in fact} to be put upon any
 market in this country at
 any season of the year